

Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 00907 070303Z

67

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 045801

R 062225Z MAY 75
FM AMCONSUL SYDNEY
TO USDOC WASHDC
INFO SECSTATE WASHDC 6204
AMEMBASSY CANBERRA
AMCONSUL MELBOURNE
AMCONSUL BRISBANE UNN
AMCONSUL PERTH UNN

UNCLAS SYDNEY 0907

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IN-STORE PROMOTION: FY 1976

REF: (A) SYDNEY 0273, (B) SYDNEY 0464, (C) SYDNEY 0635

1. REF. A OUTLINED RAY GOOTENBERG'S VISIT TO SYDNEY AND HIS COMMITMENT TO DAVID JONES LTD. TO DESIGNATE IT OFFICIALLY FOR IN-STORE PROMOTION IN FY 1976 AND CONTRIBUTE DOLS 25,000 IN ADDITION TO ASSISTANCE IN OBTAINING CENTERPIECE MATERIALS AND OTHER PROMOTIONAL AND PROCUREMENT TOOLS.

2. REF. B OUTLINED DAVID JONES LTD. SPECIFIC REQUESTS IN KEEPING WITH THE GOOTENBERG CONVERSATION. IT ALSO POINTED OUT OFFICIALS OF DAVID JONES LTD., RELYING ON THE VERBAL AGREEMENT ON IN-STORE PROMOTION, WERE PLANNING A THREE TO FOUR WEEK TRIP TO THE U.S. IN EARLY JUNE TO INSPECT AND SELECT CENTERPIECE MATERIALS AND OTHER PROMOTIONAL TOOLS AS ARRANGED BY COMMERCE. FINALLY REF B REQUESTED APPROVAL FOR POST TO SIGN LETTER OF INTENT COMMITTING U.S. SUPPORT FOR THE EVENT AND THE DOLS 25,000 FOR SHARING PROMOTIONAL EXPENSES.

3. REF C WAS A FOLLOW-UP SINCE NO REPLY HAD BEEN RECEIVED TO REF B.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SYDNEY 00907 070303Z

RM DURING HIS SYDNEY VISIT ON APRIL 29, ROBERT S. KELLY, CMM, JAPAN/ANZ DIVISION, OIM, INFORMED POST THAT WHILE THERE IS SOME HOPE FOR A FEW THOUSAND DOLLARS, HE SEES VIRTUALLY NO HOPE OF THE FULL DOLS 25,000 FUNDING FOR DAVID JONES LTD. THIS ON TOP OF COMPLETE LACK OF RESPONSE TO OUR REQUESTS FOR PROMOTIONAL SUPPORT IS A MATTER OF CONCERN.

5. I WOULD LIKE TO UNDERLINE THAT FAILURE TO PROVIDE AMPLE PROMOTIONAL SUPPORT AND FULL FUNDING TO WHICH U.S. IS COMMITTED WILL NOT ONLY CAUSE POST CONSIDERABLE EMBARRASSMENT VIS-A-VIS DAVID JONES, BUT INEVITABLY DAMAGE U.S. IMAGE AND CREDIBILITY IN SYDNEY BUSINESS COMMUNITY. DAVID JONES WAS LEFT WITH CLEAR IMPRESSION THAT BOTH PROMOTIONAL AND FINANCIAL SUPPORT WERE AVAILABLE. TO BACK DOWN NOW WOULD BE SEEN AS USG RENEGING ON PROMISE AND SOON BE COMMON KNOWLEDGE AMONG BUSINESSMEN WHO ARE NOW INSPECTING DAVID JONES' LARGE BRITISH PROMOTION CAMPAIGN WHICH INCLUDED FINANCIAL SUPPORT AS WELL AS LAVISH PROMOTION SUCH AS SHIPMENT FROM LONDON AND DISPLAY OF THE WINSTON CHURCHILL COLLECTION.

6. PLEASE ADVISE ASAP.
HANNAH

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SYDNEY00907
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750159-0572
From: SYDNEY
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750575/aaaacric.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 SYDNEY 0273, 75 SYDNEY 0464, 75 SYDNEY 0635
Review Action: RELEASED, APPROVED
Review Authority: SmithRJ
Review Comment: n/a
Review Content Flags:
Review Date: 24 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 SEP 2003 by buchantr>; APPROVED <20 JAN 2004 by SmithRJ>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION: FY 1976
TAGS: BEXP, AS
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006